

# LISTEN. LEARN. CONNECT.

## JOIN US AT THE INTERSECTION OF LEARNING AND LEADING AT THE CAWG SUMMER CONFERENCE

Recognition, education and sportsmanship are on tap at the CAWG Summer Conference July 17 - 18 at the Silverado Resort & Spa, in Napa. Join us for the CAWG PAC Golf Tournament, the 7th Annual Awards of Excellence Program and the 2018 CAWG Annual Business Meeting & Speaker Program. This exceptional two-day event promises great information and quality networking opportunities in the beautiful Napa Valley.

### TUESDAY, JULY 17

8:00 AM **Registration and Continental Breakfast Available**

8:30 AM **Competing on a Global Stage**

The United States is the world's largest and most attractive wine market and every major wine producing nation in the world wants a piece of the U.S. market. This session will explore future prospects for California growers and how growers compete and remain profitable in this very difficult market climate.

Speakers:

MIKE VESETH,  
THE WINE ECONOMIST

AARON LANGE, PRESIDENT,  
LANGE TWINS

MATT PARKER, PRESIDENT,  
SILVERADO INVESTMENT  
MANAGEMENT COMPANY

9:45 AM **Technology Trends in the Vineyard**

The advance of technology is revolutionizing all aspects of our personal and professional lives, and certainly this holds true in California's vineyards. This session focuses on key technology trends in the vineyard that promise dramatic improvements in the production of winegrapes and the challenges growers face in dealing with information overload.

Speakers:

LISE ASIMONT, CEO VINSense

10:30 AM **Coffee Break**

10:45 AM **Driving Deeper into the Future of Winegrape Trucking**

Imagine a world where a driverless truck arrives at your vineyard in the middle of the night to pick up your just-harvested grapes to deliver to the winery. This panel will drive deep into the emerging technology solutions for trucking and logistics needed to address a shrinking labor pool, higher employee costs and a continued onslaught of new regulations.

Speakers:

YVONNE SAMS, G3 TRUCKING

11:30 AM **Networking Reception & Luncheon Program**

1:15 PM **Annual Meeting**

Keynote Speaker:

TO BE ANNOUNCED

2:00 PM **Before the Harvest: State of the Industry**

With the start of harvest looming, what is the state of the industry? This session will provide the latest insights into market conditions and the many challenges and opportunities confronting growers and wineries before the start of harvest. This is a can't miss session.

Speakers

MODERATOR, JEFF BITTER,  
ALLIED GRAPE GROWERS

ROB McMILLAN,  
SILICON VALLEY BANK

JON MORAMARCO,  
BW166

STEVE FREDRICKS,  
TURRENTINE BROKERAGE

6:00 PM **Awards of Excellence Reception**

7:00 PM **Awards of Excellence Dinner & Program**

### WEDNESDAY, JULY 18

7:30 AM **Golf Tournament Registration**

8:30 AM **6th Annual CAWG PAC Golf Tournament**

2:30 PM **CAWG PAC Golf Awards**

### REGISTERING IS EASY

Choose your preferred RSVP option on the backside of this form, or visit the CAWG website and checkout the Calendar and Events tab.

### HOTEL RESERVATIONS

CAWG has negotiated a room rate of \$229 (single/double occupancy) at the Silverado Resort & Spa. The **deadline** to book a room at this discounted room rate is **June 22, 2018**.

Reservations requested after the cut-off date will be based on availability at the hotel's prevailing rates. To reserve a room at this discounted room rate, please contact the Silverado Resort & Spa directly (707) 257-5440. Please identify the group as California Association of Winegrape Growers to receive the discounted room rate.

### REGISTRATION & SPONSORSHIP OPPORTUNITIES

Please see the details on the back to register as a sponsor or attendee.





CALIFORNIA  
ASSOCIATION  
of WINEGRAPE  
GROWERS

**AWARDS OF EXCELLENCE DINNER, SPEAKER PROGRAM & ANNUAL MEETING**

# REGISTRATION & SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS & ADDITIONAL BENEFITS

- DIAMOND** (Limited to Two): \$15,000 (*both reserved*)  
Full-page ad and listing in program (7.5" w x 11" h; bleed allowed)  
**SPONSORSHIP INCLUDES:** 1 table of 10 at the Awards of Excellence Dinner & 5 comp tickets to the Speaker Program
- PLATINUM** (Unlimited): \$10,000  
Full-page ad and listing in program (7.5" w x 11" h; bleed allowed)  
**SPONSORSHIP INCLUDES:** 1 table of 10 at the Awards of Excellence Dinner & 5 comp tickets to the Speaker Program
- GOLD** (Unlimited): \$5,000  
Half-page ad and listing in program (6.5" w x 4.5" h)  
**SPONSORSHIP INCLUDES:** 5 comp tickets to the Awards of Excellence Dinner & 5 comp tickets to the Speaker Program
- SILVER** (Unlimited): \$3,500  
Quarter-page ad and listing in program (3" w x 4.5" h)  
**SPONSORSHIP INCLUDES:** 4 comp tickets to the Awards of Excellence Dinner & 4 comp tickets to the Speaker Program
- BRONZE** (Unlimited): \$1,500  
Business card size ad and listing in program (3" w x 2" h)  
**SPONSORSHIP INCLUDES:** 3 comp tickets to the Awards of Excellence Dinner & 3 comp tickets to the Speaker Program
- COPPER** (Unlimited): \$500  
Logo and listing in program  
**SPONSORSHIP INCLUDES:** 2 comp tickets to the Awards of Excellence Dinner & 2 comp tickets to the Speaker Program

**ADS AND LOGOS ARE DUE TO THE CAWG OFFICE BY FRIDAY, JUNE 29.**

### LET US KNOW YOU'LL BE THERE!

- Awards of Excellence Program & Dinner (\$85 per person) | # of Guests \_\_\_\_\_ x \$85 = Total Amount \_\_\_\_\_
- Speaker Program & Annual Business Meeting (\$65 per person) | # of Guests \_\_\_\_\_ x \$65 = Total Amount \_\_\_\_\_

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

GUEST NAME(S) \_\_\_\_\_ COMPANY \_\_\_\_\_

GUEST NAME(S) \_\_\_\_\_ COMPANY \_\_\_\_\_

PAYMENT (INDICATE ONE):  CHECK  VISA  MC

CREDIT CARD # \_\_\_\_\_ EXP \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**PLEASE RETURN THIS FORM TO CAWG, ATTN: DEBBY FORD, BY FRIDAY, JUNE 29.**

**MAIL:** 1121 L Street, Suite 304, Sacramento, CA 95814

**EMAIL:** info@cawg.org | **PHONE:** 916-379-8995 | **FAX:** 916-379-8999 | **WEB:** www.cawg.org